

**ABSTRACT**

Iron oxide powder for an undercoat layer of a coat-type magnetic recording medium having a multilayer structure which comprises cobalt-doped iron oxide particles having an average length of 0.02 to 0.3  $\mu\text{m}$ , an aspect ratio (length to width ratio) of 2 to 13, and a BET specific surface area of 40 to 100  $\text{m}^2/\text{g}$  and containing a cobalt compound in an amount of 0.2 to 10 atom% in terms of cobalt based on total iron.